AMENDMENTS TO THE CLAIMS

This listing of the claims will replace all prior versions, and listings, of claims in the application.

1.-12. (Canceled)

13. (Currently Amended) A computer-implemented method for creating a semantic object using a computer system, comprising,

receiving an indicator to create a semantic object to represent a target referent;

determining whether an object type of the target referent is a physical entity, a digital object, or an intangible entity;

identifying a semantic object type for the semantic object suitable to represent the object type of the target referent;

creating the semantic object of the semantic object type to represent the target referent[[,]] and storing the semantic object on a computer-readable storage medium, the semantic object having a plurality of meta-tags;

wherein the plurality of meta-tags comprises a predetermined set of meta-tags based on the semantic object type; wherein a meta-tag of the plurality of meta-tags is associable with metadata;

associating the meta-tag of the plurality of meta-tags with metadata; wherein at least one of, the meta-tag and the metadata is definable by an ontology;

extracting at least part of the content from the target referent before inclusion in the semantic object, if the target referent represented by the semantic object is a physical entity or a digital object; and

subsequently determining that the ~~referent~~ target referent has been revised and updating the metadata associated with one or more of the plurality of meta-tags of the semantic object using the revision.

14. (Currently Amended) The method of claim 13 ~~12~~, wherein the extracting ~~extraction~~ is ~~part of a~~ comprise data mining performed on a selected resource[[s]] including the ontology.

15. (Currently Amended) The method of claim 13 [[2]], further comprising sharing the semantic object with a user and updating the metadata associated with the one or more of the plurality of meta-tags of the semantic object to reflect a change made by the user.

16. (Cancelled)

17. (Currently Amended) The method of claim 15, wherein at least one of the ~~creation~~ creating of the semantic object and ~~modification~~ updating of the semantic object is triggered by one or more of the following events, comprising:

saving a document or data item;

creating a document or data item

opening or viewing a document or data item;

modifying a document or data item;

transmitting a document or data item;

receiving a document or data item;

deleting a document or data item; and

integrating documents or data items with existing file servers, databases or search engines.

18. (Cancelled)

19. (Currently Amended) The method of claim 13 [[2]], further comprising:

maintaining a table of mappings between a plurality of semantic objects and ~~the~~ a respective set of target referents; and

further providing a daemon that watches for changes and updates the association table accordingly.

20-21. (Cancelled)

22. (Currently Amended) The method of claim 13 [[2]], further comprising embedding the semantic object in the referent target.

23. (Currently Amended) The method of claim 13 [[2]], further comprising creating a link between the semantic object and any of at least one of the plurality of semantic objects, the created link having a type specified by a rule.

24. (Currently Amended) The method of claim 13 [[2]], further comprising:

receiving a query created by a user;

creating a view that stores the received query;

creating a view semantic object that represents the view; and

sharing the ~~created new~~ view semantic object with at least another user in the computer system.

25. (Currently Amended) The method of claim 13 [[2]], wherein the semantic object is created in a process of matching offers and requests, the offers represented by offer objects and the requests represented by request objects, and wherein the offer objects and the request objects are semantic objects that each include (i) metadata defining particulars of the offers and the requests, and (ii) payload data.

26. (Currently Amended) The method of claim 25, further comprising, test posting the semantic object to provide an estimate of a number of matches.

~~wherein metadata is maintained using an approach selected from:~~

~~storing offer or request metadata in meta-tags in the semantic object;~~

~~creating a separate semantic object and storing the offer or request metadata in the separate semantic object, and wrapping the semantic object using the separate semantic object; and~~

~~creating a separate semantic object and storing the offer or request metadata in the separate semantic object, and creating a reference pointer between the semantic object and the separate semantic object.~~

27. (Currently Amended) The method of claim 26 ~~25~~, further comprising:

~~test posting the semantic object to provide an estimate of a number of matches; and~~

providing for revision of the semantic object based on the test posting.

28. (Currently Amended) The method of claim 27, wherein a particular user provides an example semantic objects that is ~~are~~ test posted and evaluated, further comprising generating an optimized semantic card specification based on the test posting.

29.-32. (Cancelled)

33. (Currently Amended) The method of claim 13 [[2]], wherein, the plurality of meta-tags further comprises, a customized set of meta-tags that are user-definable. ~~;~~

~~wherein the customized set of meta-tags are user-definable.~~

34. (Currently Amended) The method of claim 13 [[2]], wherein the metadata of the meta-tag is one or more of, user-specifiable and machine-specifiable.

35. (Currently Amended) The method of claim 34, further comprising, automatically identifying metadata of the target referent to be associated with the metadata of the meta-tag of the semantic object ~~representing the target referent~~.

36. (Currently Amended) The method of claim 13 [[2]], wherein ~~further comprising~~, ~~associating~~ the semantic object is associated with a set of rules. ;

~~wherein the set of rules are one or more of, user-specifiable and machine-specifiable.~~

37. (Currently Amended) The method of claim 36, wherein the set of rules ~~associated with the semantic object~~ comprises, ~~one or more of, a set of~~ an access privilege rule ~~rules.~~ , ~~a set of modification rules, a set of linking rules, and a set of update rules of the semantic object.~~

38-42. (Cancelled)

43. (Withdrawn) A method, comprising:

receiving a user request to create a semantic object of a first type to represent an offering;

providing the user with a template associated with the semantic object of the first type; wherein one or more entries of the template are submitted by the user to indicate a first set of criteria for identifying a first suitable set of recipients;

creating the semantic object of the semantic object type to represent the offering, the semantic object having a plurality of meta-tags associated with the one or more entries of the template;

wherein the plurality of meta-tags comprises a predetermined set of meta-tags based on the semantic object type;

optionally linking the semantic object to one or more of other semantic objects; wherein the linking is one or more of user-specifiable based on a second set of criteria and machine-specifiable based on semantic matching;

identify the suitable set of recipients based on the first set of criteria;

identifying a second suitable set of recipients based on semantic matching; and

sending the offering represented by the semantic object to the first and second suitable set of recipients over a network.

44. (Withdrawn) The method of claim 43, wherein the first set of criteria comprises, a set of explicitly named recipients.

45. (Withdrawn) The method of claim 44, wherein the first set of criteria comprises, a set of implicit criteria.

46. (Withdrawn) A system, comprising:

a plurality of user devices communicatively coupled to a host server over a network connection;

a first user device of a plurality of user devices to receive a user request to create a semantic object of a first type to represent an offering, when in operation, the first user device establishes a communication session with the host server to transmit the user request;

wherein, when in operation, the host server provides the user with a template associated with the semantic object of the first type; wherein one or more entries of the template are submitted by the user via the first user device to indicate a first set of criteria for identifying a first suitable set of recipients;

wherein, when in operation, the host server creates the semantic object of the semantic object type to represent the offering, the semantic object having a plurality of meta-tags associated with the one or more entries of the template and the plurality of meta-tags comprises a predetermined set of meta-tags based on the semantic object type;

wherein, when in operation, the host server optionally links the semantic object to one or more of other semantic objects; wherein the linking is one or more of user-specifiable based on a second set of criteria and machine-specifiable based on semantic matching;

wherein, when in operation, the host server identifies the suitable set of recipients based on the first set of criteria and a second suitable set of recipients based on semantic matching; and

a second set of user devices of the plurality of user devices, when in operation, establishes a communication session with the host server over the network connection to receive the offering represented by the semantic object to be presented to the first and second suitable set of recipients.

47. (Withdrawn) A system, comprising:

means for, receiving a user request to create a semantic object of a first type to represent an offering;

means for, providing the user with a template associated with the semantic object of the first type; wherein one or more entries of the template are submitted by the user to indicate a set of criteria for identifying a first suitable set of recipients;

means for, creating the semantic object of the semantic object type to represent the offering, the semantic object having a plurality of meta-tags associated with the one or more entries of the template;

wherein the plurality of meta-tags comprises a predetermined set of meta-tags based on the semantic object type;

means for, optionally linking the semantic object to one or more of other semantic objects; wherein the linking is one or more of user-specifiable based on a second set of criteria and machine-specifiable based on semantic matching;

means for, identify the suitable set of recipients based on the set of criteria;

means for, identifying a second suitable set of recipients based on semantic matching; and

means for, sending the offering represented by the semantic object to the first and second suitable set of recipients over a network.

48. (New) The method of claim 13, further comprising, exchanging information about the ontology using the semantic object.

49. (New) The method of claim 13, wherein, the receiving the indicator to create the semantic object comprises, receiving a user request.

50. (New) The method of claim 13, wherein, the receiving the indicator to create the semantic object comprises, receiving an event-based trigger.

51. (New) The method of claim 50, wherein, the event-based trigger is detected from one or more of a file directory and an application.

52. (New) The method of claim 13, wherein, the receiving the indicator to create the semantic object comprises, receiving an automatic trigger.

53. (New) The method of claim 52, wherein, the automatic trigger is generated responsive to data-mining a knowledge resource.

54. (New) The method of claim 13, further comprising, assigning one of multiple lifecycle stages to the semantic object.

55. (New) The method of claim 54, wherein, the multiple lifecycle stages include at least one of: a draft stage, an active stage, an inactive stage and a deleted stage.

56. (New) The method of claim 54, further comprising, subsequently transitioning the semantic object from one of the multiple lifecycle stages to another.

57. (New) The method of claim 36, wherein the set of rules are user-specifiable or machine-specifiable.

58. (New) The method of claim 36, wherein the set of rules comprises a modification rule of the semantic object.

59. (New) The method of claim 36, wherein the set of rules comprises a linking rule of the semantic object.

60. (New) The method of claim 36, wherein the set of rules comprises an update rule of the semantic object.

61. (New) The method of claim 25, wherein, the metadata is maintained by storing offer or request metadata in meta-tags in the semantic object.

62. (New) The method of claim 25, wherein, the metadata is maintained by creating a separate semantic object and storing the offer or request metadata in the separate semantic object, and wrapping the semantic object using the separate semantic object.

63. (New) The method of claim 25, wherein, the metadata is maintained by creating a separate semantic object and storing the offer or request metadata in the separate semantic object, and creating a reference pointer between the semantic object and the separate semantic object.

64. (New) The method of claim 13, further comprising,

in response to receiving an indicator to create a linking semantic object between the semantic object and another semantic object;

identifying a set of linking rules associated with the semantic object;

wherein, the set of linking rules governs a set of circumstances under which the semantic object is to be linked to one or more other semantic objects.

65. (New) The method of claim 64, further comprising, creating the linking semantic object linking the another semantic object and the semantic object when in compliance with the set of linking rules associated with the semantic object.

66. (New) The method of claim 64, wherein the receiving the indicator to create the linking semantic object comprises:

detecting a relationship between metadata of the semantic object and metadata of the another semantic object.

67. (New) The method of claim 64, wherein the receiving the indicator to create the linking semantic object comprises:

receiving a user request to create the linking semantic object for indicating a relationship between the target referent represented by the semantic object and another target referent represented by the another semantic object.

68. (New) The method of claim 64, further comprising, assigning a confidence value to the linking semantic object indicating an accuracy of the linking semantic object.

69. (New) The method of claim 13, wherein, the semantic object or the metadata is encrypted.

70. (New) The method of claim 13, wherein, the semantic object or the metadata is digitally signed.

71. (New) The method of claim 13, wherein, the semantic object is linked to the target referent via a link semantic object.

72. (New) The method of claim 13, wherein, the semantic object is assigned a time to live after which the semantic object expires.

73. (New) The method of claim 13, wherein, the metadata comprises an identity section.

74. (New) The method of claim 73, wherein, the identity section includes, an owner or an author of the semantic object.

75. (New) The method of claim 73, wherein, the identity section includes, one or more of, a recipient, a group, or a list of users of the semantic object.

76. (New) The method of claim 73, wherein, the identity section includes, parties who have rated the semantic object.

77. (New) The method of claim 73, wherein, the identity section includes, parties that have been matched to the semantic object.

78. (New) The method of claim 73, wherein, the identity section includes, parties who have annotated the semantic object.

79. (New) The method of claim 13, wherein, the target referent is a digital object comprising streaming media.

80. (New) The method of claim 13, wherein, the target referent is a digital object comprising, one or more of, email, instant messages, and multimedia content.

81. (New) The method of claim 13, wherein, the target referent is a digital object comprising an advertisement.

82. (New) The method of claim 13, wherein, the target referent is a digital object comprising a web site or web page.

83. (New) The method of claim 13, wherein, the semantic object is transmittable over a computer network via one or more of, email and Web protocols.

84. (New) The method of claim 13, wherein, the semantic object is transmittable over a computer network via a peer-to-peer protocol.

85. (New) A computer-readable storage medium having embodied therein instructions, which, when executed in a computer system, cause the computer system to perform a computer-implemented method for creating and storing a semantic object, the method comprising,

determining whether an object type of a target referent is a physical entity, a digital object, or an intangible entity;

identifying a semantic object type for the semantic object suitable to represent the object type of the target referent;

creating the semantic object of the semantic object type to represent the target referent, the semantic object having a plurality of meta-tags;

wherein the plurality of meta-tags comprises a predetermined set of meta-tags based on the semantic object type; wherein a meta-tag of the plurality of meta-tags is associable with metadata;

associating the meta-tag of the plurality of meta-tags with metadata; wherein at least one of, the meta-tag and the metadata is definable by an ontology;

extracting at least part of the content from the target referent before inclusion in the semantic object, if the target referent represented by the semantic object is physical entity or a digital object; and

subsequently determining that the referent target has been revised and updating metadata associated with one or more of the plurality of meta-tags of the semantic object using the revision.

86. (New) A system for creating and storing a semantic object, the system, comprising:

a processor;

means for, determining whether an object type of a target referent is a physical entity, a digital object, or an intangible entity;

means for, identifying a semantic object type for the semantic object suitable to represent the object type of the target referent;

means for, creating the semantic object of the semantic object type to represent the target referent and storing the semantic object on a computer readable medium, the semantic object having a plurality of meta-tags;

wherein the plurality of meta-tags comprises a predetermined set of meta-tags based on the semantic object type; wherein a meta-tag of the plurality of meta-tags is associable with metadata;

means for, associating the meta-tag of the plurality of meta-tags with metadata; wherein at least one of, the meta-tag and the metadata is definable by an ontology;

means for, extracting at least part of the content from the target referent before inclusion in the semantic object, if the target referent represented by the semantic object is physical entity or a digital object; and

means for, subsequently determining that the referent target has been revised and updating metadata associated with one or more of the plurality of meta-tags of the semantic object using the revision.